

Station KOB-TV ALBUQUERQUE, NM. Agency ( ) GREAT AMERICAN MEDIA Rep Firm

Advertiser ( ) DEM. CNG. CMP COMM. 3050 K ST NW Sales Office ( ) PHILADELPHIA

Product DCCC WASHINGTON, DC 20007 Salesperson ( ) MELISSA PALOMBO

Estimate# 1198 Agency C/P1/P2/E 11/14/1198 Salesperson Phone# 215-344-1811

Buyer Maura Gilroy Flight Dates 10/16/2012 - 10/22/2012 Salesperson FAX#

Phone#

Fax#

--- CONTRACT COMMENT ---  
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE SC=\*

--- REMARKS ---  
\*\*ISSUE TO SHOW SPOT N/A LN 13, LN 25 ADDED AS MKGD\*\*  
TOTAL REMAINS SAME  
PLS. CONF. ASAP  
THANKS  
THERESA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-530A	EYEWITNESS NEWS 4 TODAY	:30	\$350.00	10/16-10/19	1	1	1	\$350.00	
	2	TU-F	530A-6A	EYEWITNESS NEWS 4 TODAY	:30	\$600.00	10/16-10/19	1	1	1	\$600.00	
	3	SA	5A-7A	SATURDAY TODAY	:30	\$350.00	10/20-10/20	1	1	1	\$350.00	
	4	TU-F	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$850.00	10/16-10/19	2	1	2	\$1,700.00	
	5	TU-F	7A-9A	TODAY SHOW	:30	\$850.00	10/16-10/19	2	1	2	\$1,700.00	
	6	M	10A-11A	TODAY SHOW 3	:30	\$250.00	10/22-10/22	1	1	1	\$250.00	
	7	M	12P-1P	EYEWITNESS NEWS 4 @ NOON	:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
	8	TU-F	4P-5P	JUDGE JUDY	:30	\$400.00	10/16-10/19	1	1	1	\$400.00	
	9	TU-F	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$850.00	10/16-10/19	2	1	2	\$1,700.00	
	10	TU-F	6P-631P	EYEWITNESS NEWS @ 6PM	:30	\$1,100.00	10/16-10/19	2	1	2	\$2,200.00	
	11	SU	430P-5P	EYEWITNESS NEWS AIRS SUN 430-5P SE	:30	\$550.00	10/21-10/21	1	1	1	\$550.00	

Last Received: 08/10/2012 1:54 PM  
Showing Buylines: All Lines

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Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) MELISSA PALOMBO  
Salesperson Phone# 215-344-1811  
Salesperson FAX#

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	12	M	9P-10P	ROCK CENTER W/WILLIAMS	:30	\$1,200.00	10/22-10/22	1	1	1	\$1,200.00	
	*13	TH	7P-8P	COMMUNITY/PARK & RECREATION	:30	\$1,200.00	10/18-10/18	0	0	0	\$0.00	
			Buyline Comment: SPOT N/A									
			Sales Remark: V3 SPOT N/A									
			V3 More than 2 codes changed									
	14	F	8P-9P	GRIMM	:30	\$1,100.00	10/19-10/19	1	1	1	\$1,100.00	
	15	F	9P-10P	DATELINE NBC	:30	\$1,100.00	10/19-10/19	1	1	1	\$1,100.00	
	16	SA	9P-10P	LAW & ORDER: SVU	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	
	17	SU	630P-930P	SUN NT FB: PITT @ CIN	:30	\$2,700.00	10/21-10/21	1	1	1	\$2,700.00	
	18	TU-F	10P-1035P	EYEWITNESS NEWS @ 10PM NM GAMEDAY	:30	\$1,400.00	10/16-10/19	2	1	2	\$2,800.00	
	19	TU-F	1035P-1135P	TONIGHT SHOW WITH JAY LENO	:30	\$500.00	10/16-10/19	2	1	2	\$1,000.00	
	20	SA	1035P-1205A	SAT. NIGHT LIVE	:30	\$700.00	10/20-10/20	1	1	1	\$700.00	
	21	SU	1105P-1205A	ACCESS HOLLYWOOD WK	:30	\$300.00	10/21-10/21	1	1	1	\$300.00	
	22	M	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$850.00	10/22-10/22	1	1	1	\$850.00	
	23	M	6P-631P	EYEWITNESS NEWS @ 6PM	:30	\$1,100.00	10/22-10/22	1	1	1	\$1,100.00	
	24	M	10P-1035P	EYEWITNESS NEWS @ 10PM NM GAMEDAY	:30	\$1,400.00	10/22-10/22	1	1	1	\$1,400.00	

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---	---	---	---	-----	---	---	-----	-----	---	---	-----	---
	*25	TH	8P-9P		:30	\$1,200.00	10/18-10/18	1	1	1	\$1,200.00	
Buyline Comment: OFFICE/PARKS MKGD FOR SPOT N/A LN 13												
Sales Remark: V3 MKGD FOR SPOT N/A LN 13												
V3 Added												

---REPORT TOTALS---  
Report Totals: 30 / \$26,325.00

---SALES MONTHLY TOTALS---

Oct 12: 30 / \$26,325.00  
Sales Totals: 30 / \$26,325.00  
Station Totals: 30 / \$26,325.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---												
				Market Totals		\$132,955						
					CABL	0%	KASA	11%	KASY	0%	KLUZ	0%
					KOB	19%	KRQE	33%	KTEL	0%	KWBQ	0%
											KOAT	35%

---COMPETITIVE COMMENTS---  
SHARES ESTIMATED.

Books null  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE